

Online Delivery Market Analysis

Big Caesar's| October 21st 2021



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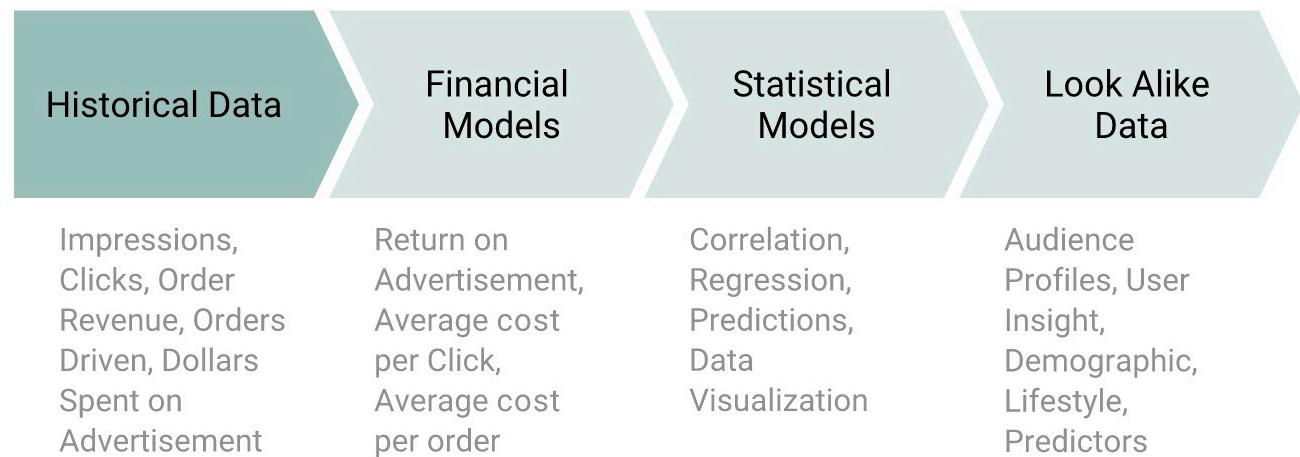
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Campaign Data

A brief outline of the variables we have access to that give insights on our data

Using past data and analytical measures, we can tell a story that will give us perspective on several factors. This outline provides the models that can be created based on the data set.



Objectives

What should our focus be when analyzing the data?

Main Goal: Maximize Big Ceasar's Online Purchases for New York Market

Current Goal: Perform a data analysis that will give insight on optimal ways to reach Main Goal (Critically and Financially)

Future Goal: Use data insights and market research to launch a campaign that achieves Main Goal

Impactful Variables

There are three important variables to get in the mind of a consumer



Impression

Impressions are crucial from a consumer standpoint. If advertising space is an ad's home, impressions are the curb appeal.



Clicks

This Variable is the driving force for understanding audience engagement with an advertisement. A successful impression leads to a click.



Orders Driven

Orders are driven based on market appeal. This is the final and most difficult stage that is affected by many factors pertaining to audience.

Market Analysis

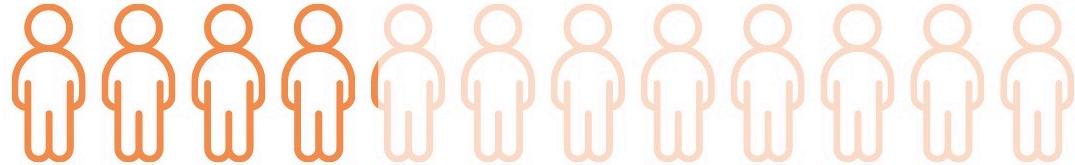
What is working?

65%



Order Revenue comes from 1PM to 6PM

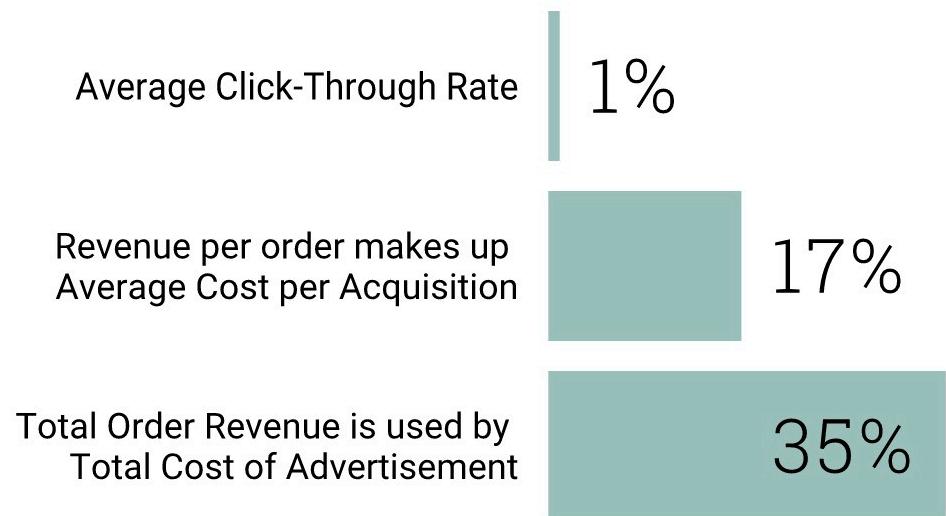
34%



Orders were Driven from Total Clicks

Market Analysis

What needs Improvement?

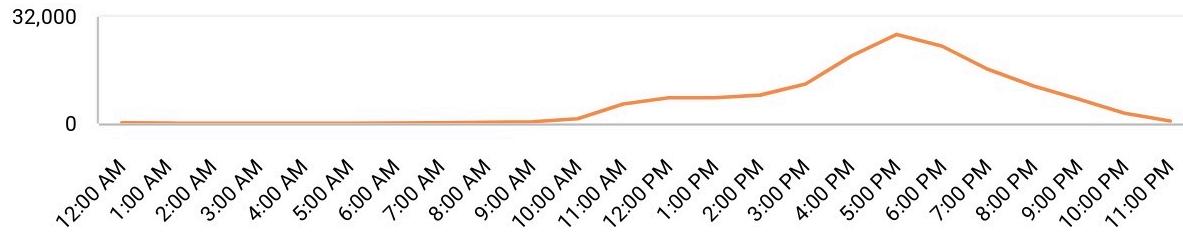


Market Opportunity

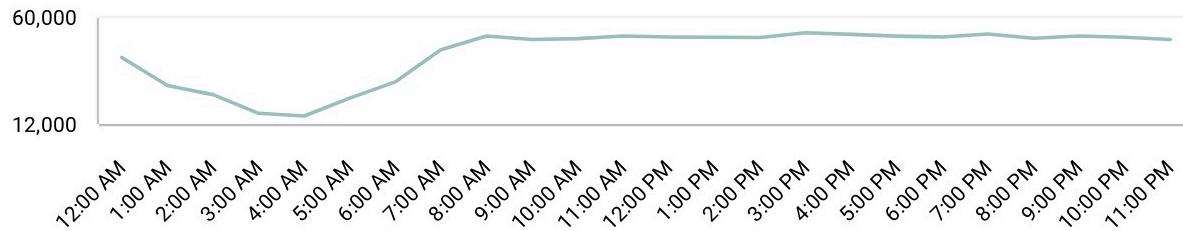
Customer Behavior

Where is the Money Going?

Orders Driven Per Hour



Advertisement Costs Per Hour



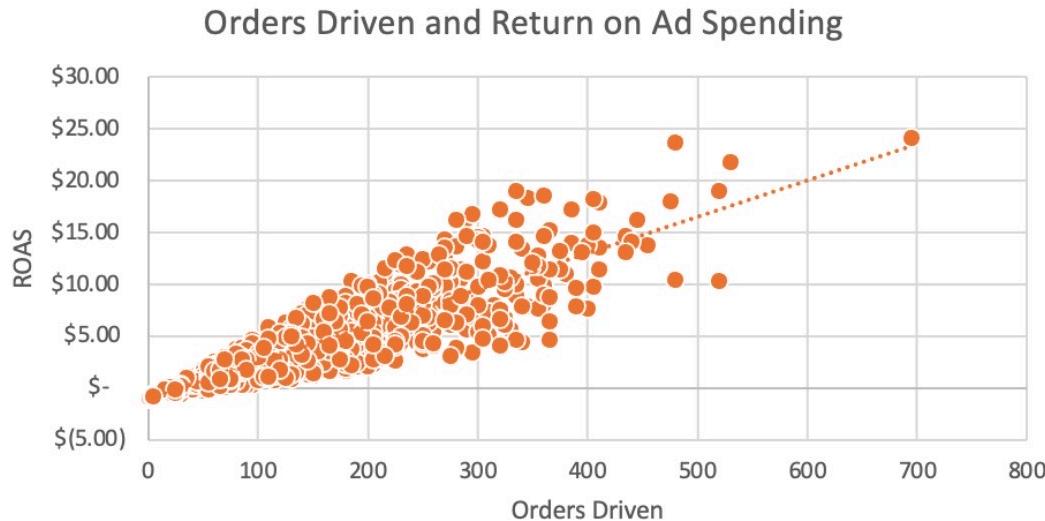
8%

Order Revenue Covers
Ad Costs

From 12AM to 8AM, the ratio of order revenue compared to ad costs is 8%, meaning only 8% of ad costs are covered by orders driven

Regression Analysis

Maximizing Financial Return



Correlation

75%

75% of Return on Ad Spending can be explained by Orders Driven

Financial Analysis

Minimizing Cost

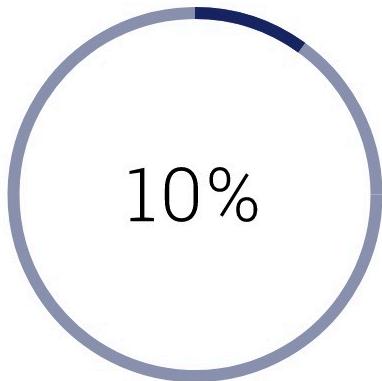


\$3.46

AVERAGE COST PER CLICK

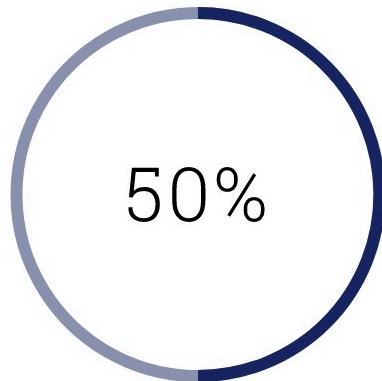
Next Campaign

Target Metrics



Click Through Rate

Targeting our audience profiles can bring an adequate amount of traffic to the Big Cesar's website



Increase in Orders Driven

For every Click, we should aim for a 50% probability that an Online Order will be placed.



Decrease in Cost per Click

Aiming for a higher profit margin and targeting more accurately will make advertisement costs worth their money

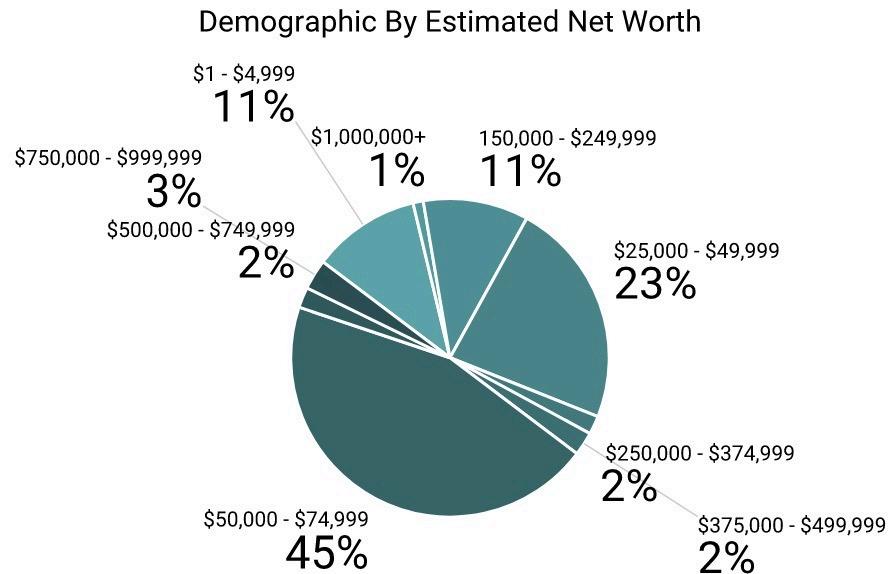
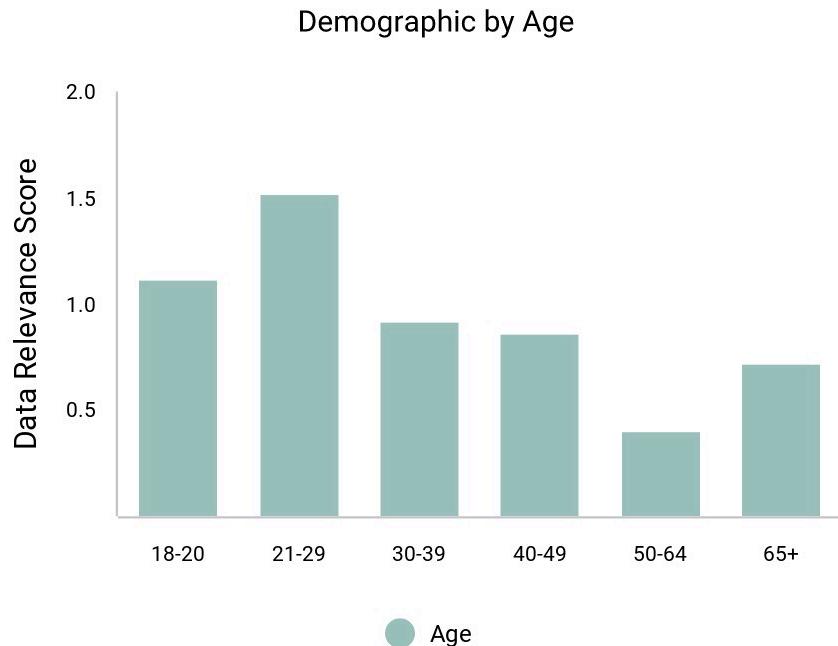


Our Boss: The Consumer

Engagement

Customer Demographics

Age and Net Worth are the most influential factors for targeting customers and getting engagement



Top Data Relevance Scores (Impact)

Data Relevance Scores provide the Likelihood of a person in a certain category placing an order. The higher the data relevance score, the more likely a customer from that category will place an order compared to the average population.

Pick Up
Truck
Drivers

Blue
Collar
Workers

Non
Fiction
Readers

Singles

Socially
Conscious
Millennials

User Traffic

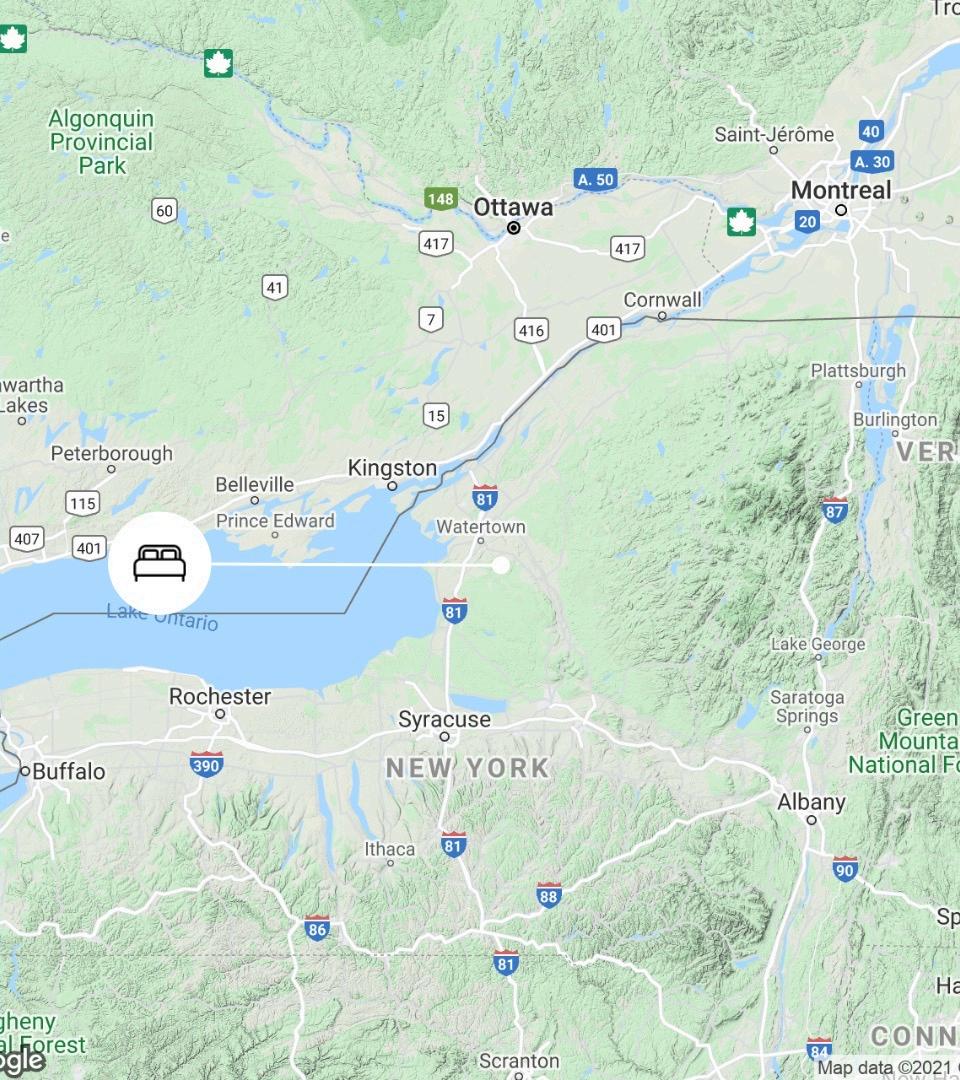
Top 5 Websites

- ¹ Retailmenot.com
- ² Redbox.com
- ³ Gamepedia.com
- ⁴ Marvel.Fandom.com
- ⁵ Deals.Bestbuy.com



Top Five Locations

- #1 Watertown
- #2 Plattsburgh
- #3 Elmira
- #4 Albany-Troy
- #5 Utica



Top Buyer Personas

Based on Look Alike Data and Predictions, here are summarized profiles of who Big Caesar's should be targeting



Persona 1:
Tourist



Persona 2:
Single College
Student on a Budget



Persona 3:
The Working Class Millennial

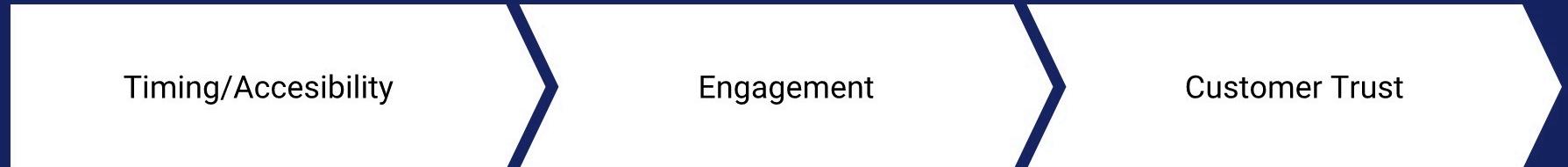
The top areas for orders are from locations that have many tourists. Appealing to the “tourist family” is sure to drive interest and orders for convenience and low cost.

Single College students fall in the top two categories of Age and Net Worth. The product is perfect for this audience profile as they have the highest likelihood to be returning customers.

This persona is by far the most fitting for all variables in our look alike model. From net worth, age, to location and website traffic, the working class millennial is already a huge part of Big Caesar's customer base. Continuing to appeal to these customers will bring a substantial amount of consumer loyalty and traffic.

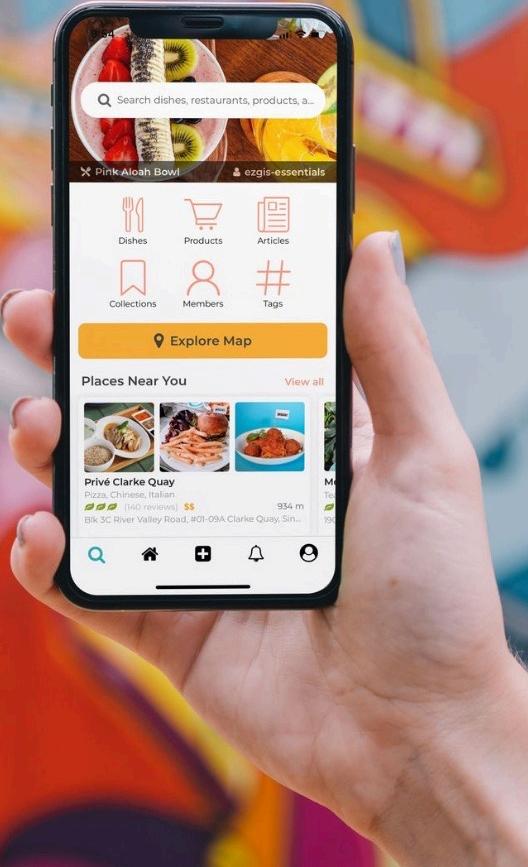
Consumer Approach Strategy

Statistical Analysis shows there is a Strong Correlation between Return on Advertisement Spending and Orders Driven. Click through rate is also directly related to Impressions and Clicks. Both scenarios indicate positive correlation, but in order to drive up the numbers we need a strategy that will drive up both Order Revenue and Clicks simultaneously. We can see that Clicks are affected greatly by user hour, and Orders Driven are low because of low clicks vs high impressions. What Strategies can we use to address these issues in the next campaign?





The Internet Consumer Timeline



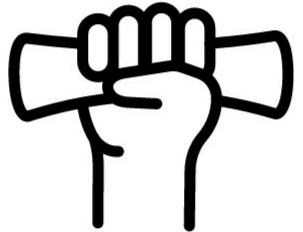
Timing and Accessibility

This strategy begins with the Thought process and continues to the search phase. In order to reach the customer, you must be the customer.

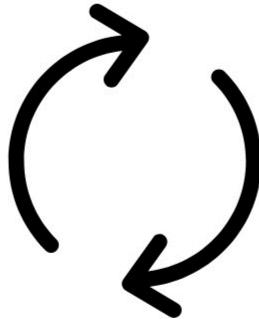
- Reach the Customer when they have their “thought”
- Be one of the first options
- Match all the expectations of the user at the right time
- Solve their problem with your product

Impression

Getting people to click.



Incentives



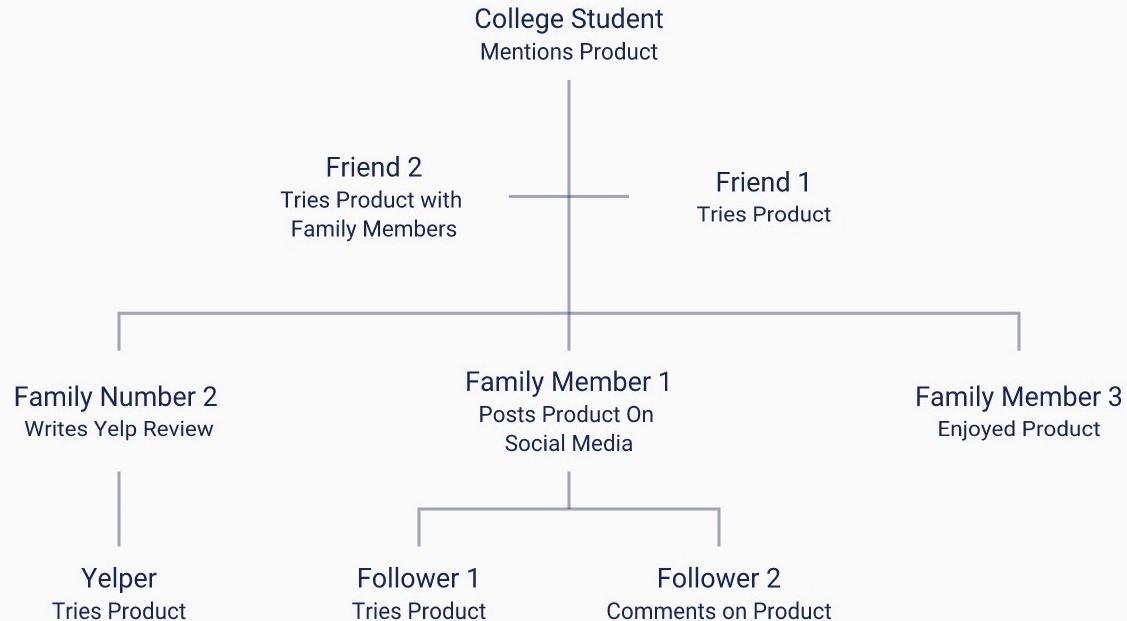
Repetitive Exposure



Brand Recognition

Word of Mouth is Like a Virus

Studies show that 80% of Americans had a significant increase in interest for a product due to word of mouth





SUMMARIZED CAMPAIGN GUIDE:

Main Takeaways

Incentivize Talk

Brand trust and recognition is crucial to drive orders and speed up the Internet User Timeline. Incentives such as giveaways, discounts for online reviews, endorsements, and exposure to target demographics will lead to organic traffic and active orders.

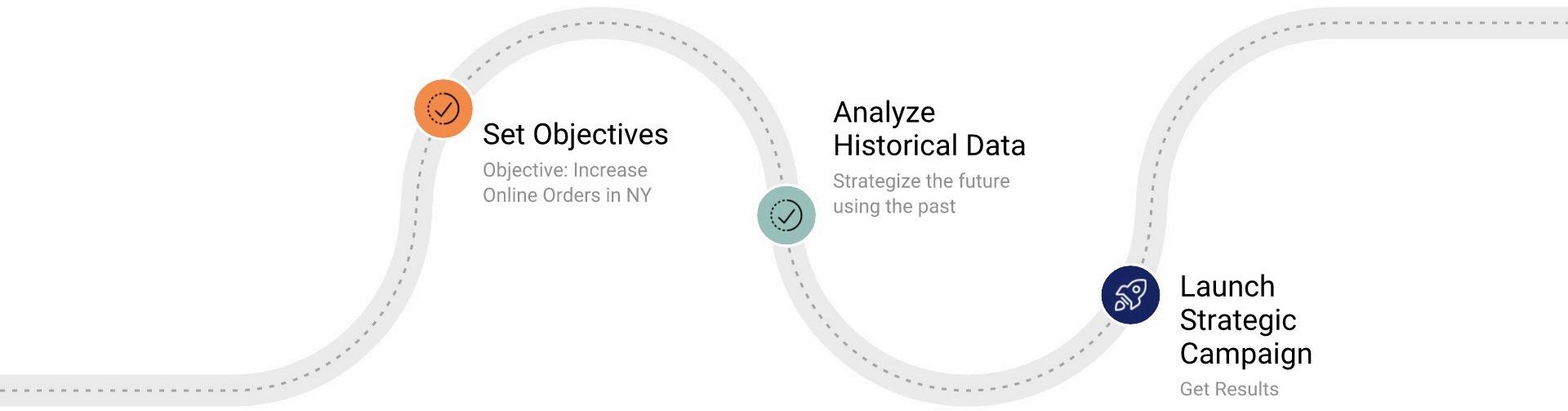
Appeal to Impressions

User demographics show that an emphasis on discounts and deals can motivate users to investigate on that impression. Convenience could also lead to a consumer choosing one product over another.

Be there at the right time

Being available to the consumer at first glance will eventually lead to a click, if not an order. Curiosity and repetitive exposure to a brand can lead a consumer to at least investigate their other options despite brand loyalty to another product.

Campaign Timeline



"Stopping advertising to save money is like stopping a watch to save time" Henry Ford

THANK
YOU